

# ROSSI-RICO AREA LAND USE PLAN

City pl. Salinas  
Land Util "

## INTRODUCTION

The growth of Salinas into its compact pattern is the result of a calculated effort to make the most efficient use of urban land while attempting to preserve the area's best agricultural lands. The City's policy of filling in "islands" within the urban boundary and eliminating outward sprawl has helped to achieve this result.

The Rossi-Rico Area is such an "island". It is surrounded on almost all sides by development. In addition, its relatively low agricultural productivity makes it a logical growth area for an expanding city.

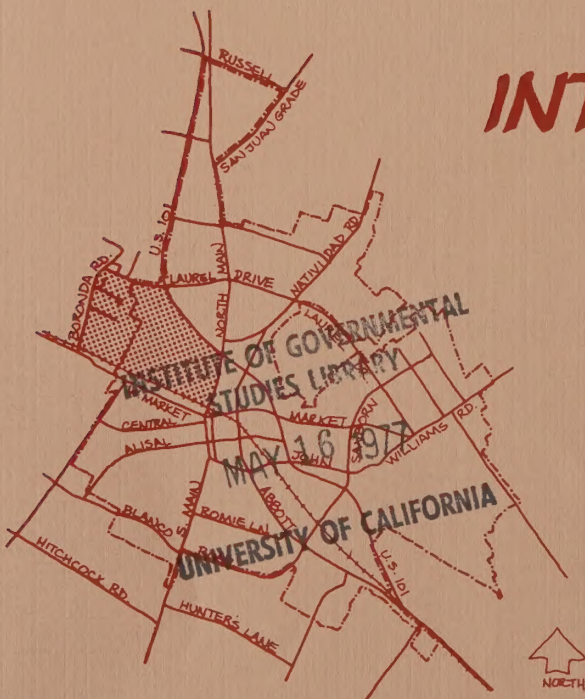
The Rossi-Rico area, because of its size and development potential, can provide shopping, employment, and residential opportunities, and a variety of urban services and facilities. This plan will provide a balance between land uses and the services and facilities they will require.

The Rossi-Rico Area Land Use Plan is intended to provide a framework for development which utilizes and protects the area's natural features and serves as the City's official development policy. It will also be the basis for evaluating proposals for public and private improvements.

The Rossi-Rico Area Land Use Plan is a development guide for future land use. Its implementation will require that substantial private and public investment be coordinated so the Plan's objectives can be achieved. The needed public improvements should be made a part of the City's Capital Improvement Program.

### THE PLANNING AREA...

The planning area covers approximately 800 acres in the west central portion of Salinas and includes unincorporated county land. It is bounded by West Laurel Drive and U.S. 101 on the north; North Main Street on the east; the Southern Pacific Railroad on the south and Boronda Road on the west. Consideration has been given to the developed areas located at the western and eastern edges of the planning area although major emphasis is placed on the relatively undeveloped Rossi-Rico Area.





# PROBLEMS & OPPORTUNITIES

The Rossi-Rico Area has the potential for supporting a broad range of land uses. Lack of access has prevented development within the area. West Laurel Drive, U.S. 101, and North Main Street surround the area but they allow no significant street penetration.

The gentle slopes of the area are prominent land features when compared to the characteristically flat topography of Salinas.

Flooding occurs annually in the low areas. All land below the 40 foot elevation is subject to flooding during 100-year storms. These flood areas are concentrated in Mill Lake and Markley Swamp which serve as natural stormwater retention basins to reduce downstream flooding. Located within Markley Swamp is a marsh where the low elevation prevents water from draining. This area contains a variety of marsh vegetation and bird and animal species.

Reclamation Ditch No. 1665 passes through and drains the Rossi-Rico Area. Flooding in the area is partly caused by the inadequate capacity, narrow width, and irregular alignment of the ditch. The present ditch alignment bisects large parcels of land and inhibits development.

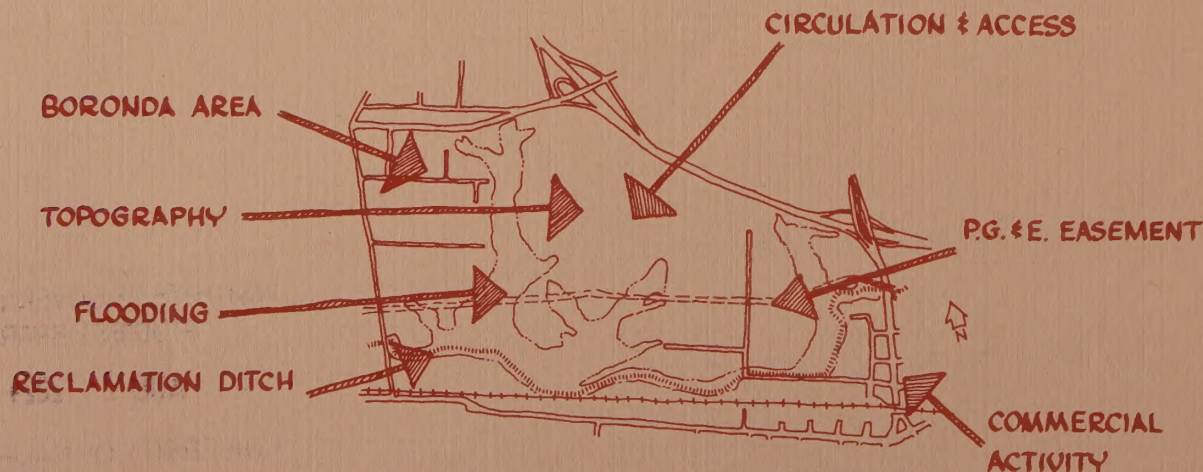
Two sanitary sewer trunk lines cross the Rossi-Rico Area: one line extending south from West Laurel Drive along Markley Swamp, and the other extending west from North Main Street. Both lines have adequate capacity to serve new development in the area. Storm sewers exist along North Main and Natividad Streets but will have to be expanded in conjunction with the area's development.

Water service will be made available by California Water Service Company. Service can be extended from existing sources along North Main Street and across U.S. 101 at West Laurel Drive. Adequate quantities of electricity and gas will be made available on demand from Pacific Gas and Electric Company.

P.G.&E. maintains two main electric transmission lines which extend across the Rossi-Rico Area. Structures are prohibited within the 140' wide easement, but uses such as agriculture, parks, open space and parking are permitted.

The Boronda Area is an older residential area with industrial development having occurred in recent years along Madison Lane. Development has occurred on a lot-by-lot basis often without benefit of adequate building code and land use controls. There is evidence of housing deterioration and many off-site improvements are either deficient or non-existent. The circulation pattern is inadequate to serve present development.

The transition from residential to commercial uses along Natividad and North Main Streets has left this land fragmented with small lots and mixed land uses. Much of the commercial activity conflicts with traffic on North Main Street, a major arterial and entrance to the Central City.





# I. GENERAL DEVELOPMENT

ENCOURAGE DEVELOPMENT OF A COMPLETE COMMUNITY WITH A WELL-BALANCED MIX OF RESIDENTIAL AND EMPLOYMENT-PRODUCING COMMERCIAL AND INDUSTRIAL USES.

The Rossi-Rico Area can support a wide range of land uses. Uses are encouraged where they will take advantage of site and location opportunities while causing minimum adverse influence on other nearby land uses. Shopping and employment opportunities can be made convenient to area residents.

RETAIN AND PROTECT THE NATURAL FEATURES OF THE AREA.

DETERMINE THE AREA'S DRAINAGE CHARACTERISTICS AND UNDERTAKE IMPROVEMENTS NECESSARY TO MINIMIZE FLOODING.

Areas with significant slopes and rolling topography should be retained by discouraging cut and fill. Such areas shall be considered as design features to be included in a development and not viewed as obstacles. Preserving the natural terrain will emphasize the area's unique character and create a more interesting living environment.

The flood prone areas must also be recognized as a design feature, and should be treated as open space. These areas are environmentally significant because of their relationship to the total watershed and its drainage. Filling would alter this drainage by causing flooding in other locations downstream. Filling shall not be permitted unless adequate engineering studies are undertaken to precisely determine flooding and drainage characteristics. Necessary improvements must be installed to assure that new development would not adversely affect natural drainage or shift flooding problems to other areas.



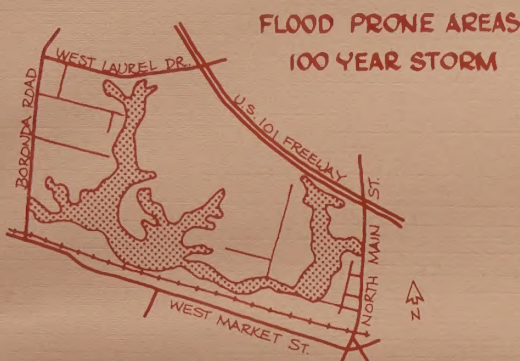
RECLAMATION DITCH

EXISTING ——— POSSIBLE ALIGNMENT .....

Any long-range solution to the flooding problems could include straightening and widening the Reclamation Ditch. The City will work with the Monterey County Flood Control and Water Conservation District in developing the necessary improvements. Plan lines should be established for the protection of future rights-of-way.

ASSIST ANY EFFORT BY MONTEREY COUNTY TO DEVELOP A NEIGHBORHOOD PLAN AND IMPROVEMENT PROGRAM FOR THE BORONDA AREA.

The City will work with Monterey County to develop planning and improvement programs for the Boronda Area. Although not part of Salinas, the Boronda Area is a geographic extension of the Rossi-Rico Area, and existing and proposed development of these two areas should be related. Such programs should include provisions for improved circulation, public facilities, and land use controls.



## 2. CIRCULATION

PROVIDE BASIC CIRCULATION TO AND IN THE ROSSI-RICO AREA BY DEVELOPING CARNEROS AND CLARK STREETS AS LIMITED ACCESS ARTERIALS.

EXTEND WEST CARNEROS STREET TO BORONDA ROAD.

EXTEND CLARK STREET FROM MARKET STREET TO WEST LAUREL DRIVE. CLARK STREET INTERSECTION SHOULD MAKE AN AT-GRADE INTERSECTION WITH CARNEROS STREET AND GRADE SEPARATED OVER THE RECLAMATION DITCH, THE RAILROAD, AND WEST MARKET STREET.

ABANDON BORONDA ROAD BETWEEN CARNEROS STREET EXTENSION AND HIGHWAY 183 IN CONJUNCTION WITH THE EXTENSION OF CLARK STREET.

Carneros and Clark Streets will comprise the basic circulation pattern for the area. Driveway and street access shall be restricted to minimize traffic conflicts. The Clark Street Extension will reduce traffic on North Main Street by providing an alternate north/south route and will modify the existing "inner loop" arterial street system which now includes Clark and Market Streets, Highway 183, Boronda Road, and West Laurel Drive.

Boronda Road should be abandoned between Highway 183 and the proposed Carneros Street so that funds which might be used for the improvement of the Boronda Road railroad crossing can be used for the construction of the Clark Street grade separation. The modification of the "inner loop" will minimize the importance of a portion of West Laurel Drive. Therefore, consideration should be given to removal of "no access" status on West Laurel Drive between Boronda Road and the Clark Street Extension.

ABANDON OFFICIAL PLAN LINES FOR FRONTIER STREET.

Inasmuch as Carneros Street will provide the only connection with the Rossi-Rico Area from North Main Street, plan lines for the construction of Frontier Street shall be abandoned.

LOCAL STREETS WHICH TIE INTO THE BASIC CIRCULATION SYSTEM WILL BE CONSTRUCTED BY DEVELOPERS AND SUBDIVIDERS AS DEVELOPMENT TAKES PLACE.

## 3. RESIDENTIAL

ENCOURAGE A WIDE MIX OF HOUSING TYPES AND DENSITIES TO MEET THE NEEDS AND LIFE-STYLES OF FAMILIES, SINGLE PEOPLE, OLDER PEOPLE, PEOPLE WITH MODEST INCOME, AND PEOPLE WITH SUBSTANTIAL MEANS.

The Rossi-Rico Area provides the opportunity to develop a wide range of housing types at varying densities to meet a proportionate share of the city's housing needs. A housing mix will provide the variety that results in a more interesting and integrated neighborhood environment.

ENCOURAGE INNOVATIVE DEVELOPMENT CONCEPTS WHICH PROVIDE FOR DEVELOPMENT OF EASEMENTS, TOPOGRAPHICALLY PROMINENT AND FLOOD PRONE AREAS FOR OPEN SPACE PURPOSES.

The City will encourage residential development to utilize flood prone areas, the P.G.&E. easement, and prominent slopes as open spaces. The slopes may also be used for dwelling units when they are included as an integral part of the site design.

The use of "planned community" and "urban cluster" concepts is encouraged. The City will accept higher residential densities on land adjacent to slopes if the slopes are retained and developed as open spaces. Additional density incentives may be considered based upon the merits of the proposal.





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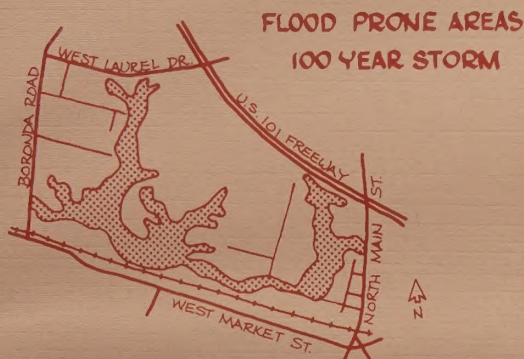
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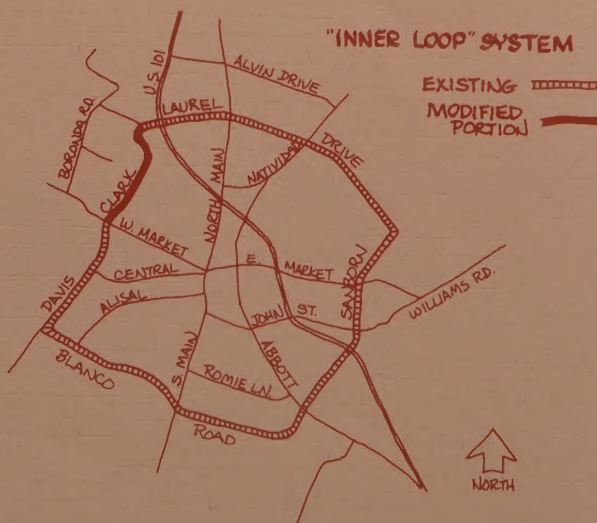
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# 4. COMMERCIAL

PROVIDE SHOPPING OPPORTUNITIES WHICH WILL MEET BOTH THE DAILY AND GENERAL SHOPPING NEEDS OF THE AREA'S RESIDENTS.

COMMERCIAL USES MAY BE ALLOWED WHEN ACCEPTABLE MARKET AND ECONOMIC FEASIBILITY STUDIES DOCUMENT THE COMMUNITY NEED AND DEMAND FOR SUCH USES, WHEN THE SITE DESIGN PROVIDES FOR PROPER INTEGRATION WITH OTHER ADJACENT USES, AND WHEN PROPOSED DEVELOPMENT IS AN INTEGRAL PART OF A WELL-PLANNED NEIGHBORHOOD UNIT.

Limited retail and commercial development will be encouraged to provide a balance of land uses within the Rossi-Rico Area. This should include stores carrying general and convenience items in locations convenient to immediate and community-wide market areas.

Market studies are required to show the need for new floor space. The city will be concerned with the overall impact of the proposal on the community.

ANY MAJOR SHOPPING FACILITIES SHALL BE LOCATED TO TAKE ADVANTAGE OF THE ARTERIAL STREET SYSTEM AND TO HAVE MINIMUM IMPACT ON LOCAL TRAFFIC AND ADJACENT RESIDENTIAL USES.

Any major shopping center with its large market area will attract a correspondingly large volume of traffic and general business activity. Its location, therefore, shall have the benefit of major highway access. Controlled driveway access will be essential to preserve the integrity of abutting streets and to protect surrounding land uses.

THE NORTH MAIN STREET FRINGE AREA WILL CONTINUE TO SERVE AS AN ENTRANCE TO THE DOWNTOWN. THE USES SHALL PROVIDE A TRANSITION BETWEEN THE DOWNTOWN RETAIL ACTIVITY AND THE ROSSI-RICO RESIDENTIAL NEIGHBORHOOD.

The city and downtown businessmen have invested considerable resources into making the downtown area a major retail, financial, and office center. Because North Main Street is a "gateway" into this area, aesthetic standards should be developed whereby its borders will reflect and complement the downtown image. This area should be precisely planned as part of the Central City Program in order to fulfill the goals and policies of the Central City Revitalization Project.

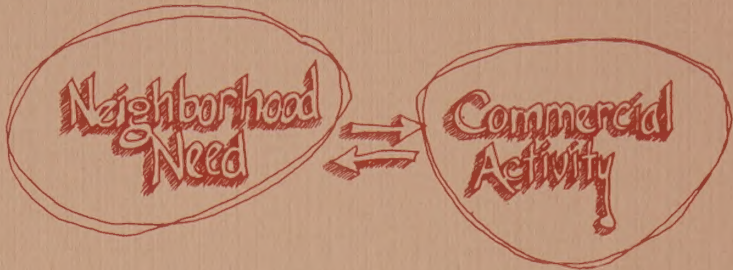


ALLOW HIGHER DENSITY RESIDENTIAL DEVELOPMENT AS A BUFFER TO COMMERCIAL INFLUENCES AND OTHER TRAFFIC AND NOISE GENERATING USES.

Higher density residential developments are encouraged adjacent to the commercial uses along North Main and Natividad Streets and adjacent to new commercial areas. They will create a buffer and transitional land use to lower density developments. A higher concentration of dwellings in these areas also provides greater support for the shopping center by providing shopping convenience to a large number of people.

RESIDENTIAL DEVELOPMENT SHALL BE SCREENED FROM ADVERSE NOISE AND VISUAL INFLUENCES WHICH WOULD AFFECT THE DESIRABILITY OF THE RESIDENTIAL AREAS.

All residential areas shall be screened from unsightly and noise generating uses by landscaping and sound attenuation barriers. These screening devices shall be architecturally treated and not repetitious.



# 5. HEAVY COMMERCIAL & INDUSTRIAL

PROMOTE INDUSTRIAL DEVELOPMENT BETWEEN CARNEROS STREET AND THE RAILROAD TRACKS AND HEAVY COMMERCIAL DEVELOPMENT ALONG MADISON LANE SOUTH TO CARNEROS STREET.

ARCHITECTURAL, LANDSCAPING AND SCREENING CONTROLS SHALL BE APPLIED TO HEAVY COMMERCIAL AND INDUSTRIAL DEVELOPMENTS WHICH ABUT CARNEROS STREET OR WHICH ARE IN CLOSE PROXIMITY TO RESIDENTIAL DEVELOPMENT.

Carneros Street will provide the transition between residential development to the north and industrial development to the south. This proximity necessitates architectural, landscaping, and screening controls. The Carneros Street frontage shall be architecturally treated to create an image relating to the residential area.

Existing heavy commercial developments along Madison Lane should be allowed to extend south to Carneros Street and made to connect and complement the industrial area to the south. The same high performance and architectural standards as those imposed in the industrial areas shall apply here.

# 6. PUBLIC FACILITIES

PROVIDE FOR THE SCHOOL NEEDS OF THE AREA'S RESIDENTS.

The Boronda Elementary School can be expanded to accommodate the initial phases of development within the Rossi-Rico Area. This development is expected to occur directly to the east and within easy walking distance to the school.

As the area develops and the Boronda Elementary School approaches its capacity, an additional school may be required. It should be located in the east central portion of the Rossi-Rico Area, removed from the influence of busy streets.

A junior high school could be located in this area to serve the northern portion of the city.

PROVIDE NEIGHBORHOOD PARKS IN JOINT USE WITH THE ELEMENTARY SCHOOLS.

PROVIDE A COMMUNITY PARK IN A LOCATION WITH GOOD VEHICLE ACCESS.

Neighborhood parks are located according to area needs. When constructed in joint use with the elementary schools, a savings in cost and land is realized.

A community park shall be provided to meet the more active recreational needs such as baseball, tennis, and basketball. Because of space requirements and the larger service area, good vehicular access and ample parking will be necessary.

The P.G.&E. easement and flood prone areas shall be considered for park sites. Consideration shall also be given to establishing Markley Swamp as a nature preserve, possibly to be included as part of the community park.

PROVIDE FOR THE AREA'S FIRE PROTECTION NEEDS BY CONSTRUCTING A FIRE STATION WITH GOOD ACCESS TO CARNEROS AND CLARK STREET.

A fire station will be needed before the area is fully developed. Industrial development will accelerate this need. A site close to the Carneros and Clark Streets intersection will provide the area with minimum response time and provide back-up for South Salinas.

1

City of Salinas

City Council

Henry Hibino, Mayor

Jim Barnes

Jim Collins

John Vondracek

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City Manager

Robert M. Christofferson

Planning Commission

Richard Callender, Chairman

Paul Bickel

Allen Caldeira

Jack Coakley

Patricia Etienne

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2

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Charles Lerable, Project Planner

Graphics by Hardy Nielsen and Catherine M. Stein

Adopted July 7, 1976: Salinas Planning Commission

Adopted August 2, 1976: Salinas City Council





# USE PLAN

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## HIGH DENSITY RESIDENTIAL

Providing an average density of 15 units per acre, but allowing higher densities when innovative designs provide for the development of easements, topographically prominent and flood prone areas for open space purposes. Higher densities may also be allowed as buffers adjacent to traffic and noise generating uses.

unds.



## COMMERCIAL

Retail commercial and service related activities, including stores, shops, offices.

develop a



## HIGHWAY COMMERCIAL

Highway related commercial development.



## INDUSTRIAL

Large parcels 2-3 acres, architectural treatment on exposure frontages; modern, non-nuisance facilities where operation takes place within an enclosed building.

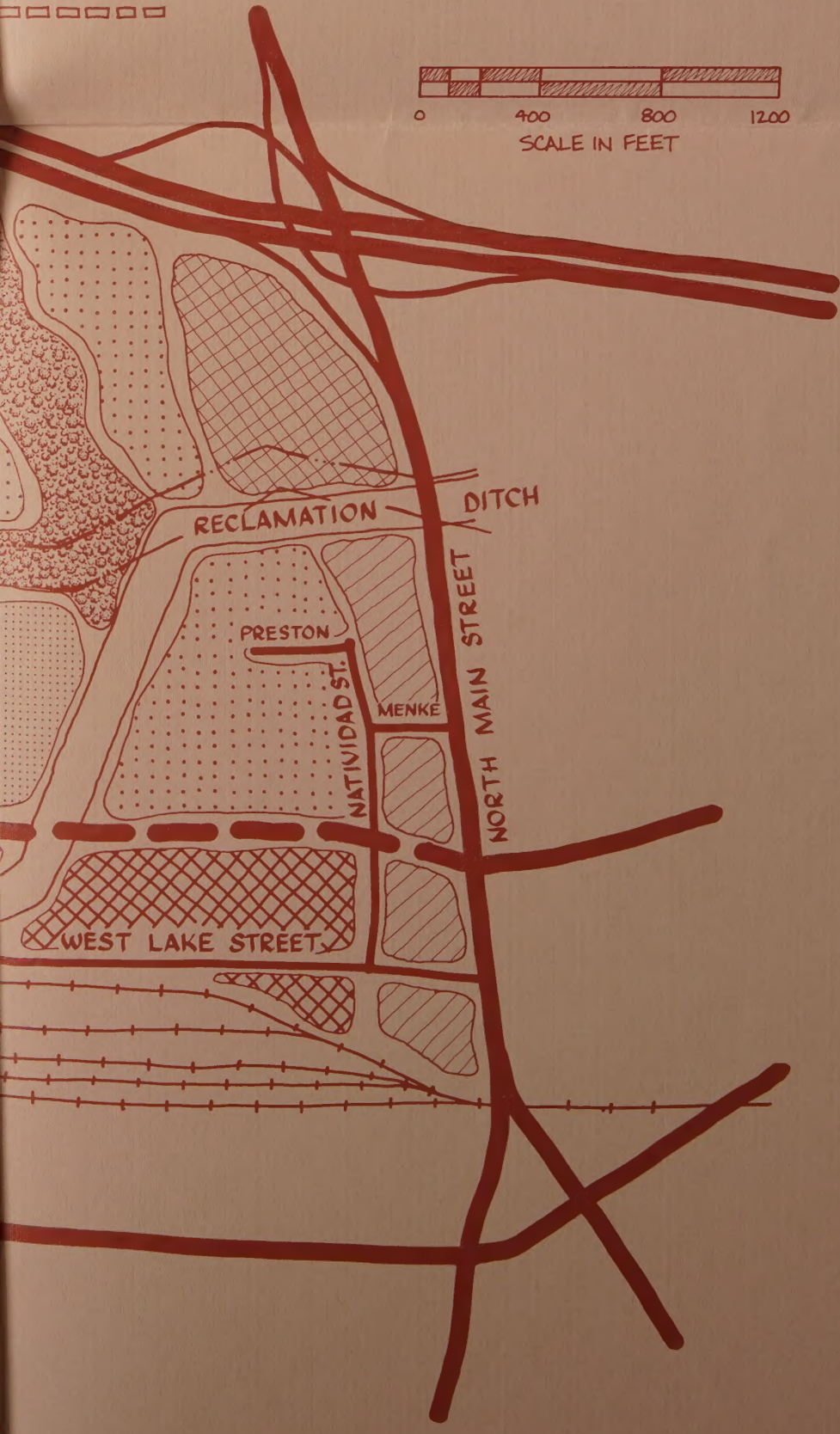
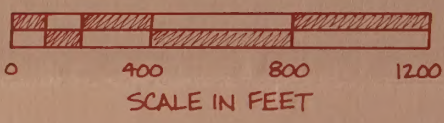
PROPOSED

PROPOSED

ABANDONED

----- P.G. & E. EASEMENT

----- CITY LIMITS, AS OF 1976





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